GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Home Department– Cinematography – SVC Cinemas Private Limited – " TGV Anantha City Square Mall ", Bellary Road, Kurnool - Permission to increase rates of admission and to exhibit Five (5) Shows per day between 8.00 AM to 2.00 AM in all the Four Screens of Multiplex Theatres– Orders -Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. **124** Dated: 27.09.2019

Read the following:-

1) Letter No.C1/724/M/2019, dated 30.8.2019 received from the District Collector, Kurnool.
2) Letter, dated 31.8.2019 received from the Managing Director, SVC Cinemas Private Limited, Flat No. 101, 1st Floor, Plot No.82, 8-2-293/82/W/82, Women's Cooperative Society, Road No. 7, Jubilee Hills, Hyderabad – 500033.

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ORDER:-

In the reference 1st read above, the District Collector, Kurnool has informed that the Managing Director, S.V.C Cinemas Private Limited, Hyderabad has submitted a representation informing that they have taken the Multiplex "TGV Anantha City Square Mall ", Bellary Road, Kurnool on lease in August, 2019 to exhibit cinemas in all the Four (4) Screens in the City Square Mall. The Collector has also stated that they have informed that the construction of building is completed and the equipment is ready for exhibiting cinemas in all the Four (4) Screens in the said Mall as well as requested to issue of B-Form License to the Multiplex Screens.

2. The District Collector, Kurnool has informed that the representation of the said Multiplex Theatres was forwarded to all the Inspecting Officers for enquiry and report. In turn, Deputy Electrical Inspector, Executive Engineer, Roads & Buildings, Commissioner, Municipal Corporation, Revenue Divisional Officer, Kurnool etc. have submitted their report and recommended for issue of B-Form License for the Screen - 1, 2, 3 & 4 as per the A.P. Cinema (Regulations) Rules, 1970.

3. In the letter 2nd read above, the Management of the SVC Cinemas Private Limited has also submitted a representation to Government requesting for permission to exhibit Five (5) Shows per day between 8.00 AM to 2.00 AM and rates of admission @ Rs.200/- and Rs.150/- for Platinum and Gold Class for 2 D Movies and Rs.225/- and Rs. 175/- to the 3D Movies for Platinum and Gold Class (inclusive all taxes) in all the Four (4) Screens.

4. Government after careful examination of the matter and in view of the powers conferred under Section 12 of A.P. Cinemas (Regulation) Act, 1955 and under clause (a) of sub-rule (3) of rule – 11 (b) and as per condition No.43 of Form-B License of Andhra Pradesh Cinemas (Regulation) Rules, 1970, Government hereby accord permission to SVC Cinemas Private Limited to their Multiplex "TGV Anantha City Square Mall ", Bellary Road, Kurnool to screen Five (5) Shows between 8.00 AM to 2.00 AM in all the Four (4) Screens with the following rates of admission:

Platinum Class :- 2 D – Rs. 200/- & 3 D - Rs. 225/-
Gold Class :- 2 D – Rs. 150/- & 3 D - Rs. 175/-

5. The Licensing Authority is directed to thoroughly inspect the facilities during the periodical half yearly inspections and in case any deficiency is found, inform the same to Government, so that action will be taken automatically to withdraw the enhanced rates of admission accorded in Para - 4 above and also the subject to the conditions laid down in the Annexure appended to this order.

6. The Joint Collector and Licensing Authority, Kurnool District is requested to incorporate the rate of admission, seating capacity and show timings in the Form-B Licence of all the four Screens of Multiplex of "TGV Anantha City Square Mall ", Kurnool District and take necessary action accordingly.

P.T.O.

7. This order is available on internet and can be accessed at address www.goir.ap.gov.in

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K.R.M. KISHORE KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

To
The District Collector, Kurnool District.
The Joint Collector and Licensing Authority, Kurnool District.
Copy to :-
The Managing Director, SVC Cinemas Private Limited, Flat No. 101, 1st Floor,
Plot No.82, 8-2-293/82/W/82, Women's Cooperative Society, Road No. 7,
Jubilee Hills, Hyderabad – 500 033.
The P.S to Principal Secretary to Government, Home Department, A.P. Secretariat.

//FORWARDED::BY ORDER//

SECTION OFFICER

ANNEXURE TO G.O.MS.No. 124, HOME (GENERAL.A) DEPARTMENT, DATED: 27.09.2019

CONDITIONS FOR MULTIPLEXES

a. The CCTV system shall be maintained without any interruption.

b. Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.

c. The patrons shall be provided with lifts / escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.

2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.

3) The corridors, area earmarked for lobby and parking for the use of cine - goers, should not be let out for any commercial or other purpose.

4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.

5) Emergency evacuation plan shall be drawn up and got approved by the licensing authority within one month. (Uphaar Theatre – Hon'ble Supreme Court Directions).

6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre Hon'ble Supreme Court Directions).

7) The staff / ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).

8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).

9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.

10) The Management should facilitate periodical inspection by the Fire Officer concerned.

11) The Management should obtain insurance coverage for all the employees and audience / visitors / vendors.

12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.

14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.

15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.

16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.

P.T.O.

17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.

18) The rates of food items, snacks and beverages sold in the premises shall be reasonable and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.

19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.

20) Fresh and clean drinking water must be provided for the patrons.

21) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.

22) There should be smooth finish in the space between the road and entry/exit of the Mall.

23) There are minor signage and painting to be completed at basement levels III & IV. These should be finished before operating the Cinema theatre.

24) Women Help Desk: The Management shall arrange for Women Help Desk to help/assist women patrons especially for night shows from 7:00 P.M. to 02:00 A.M. which includes arranging for Taxi if they want, keeping details of Taxi drivers for safety of women patrons.

K.R.M. KISHORE KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT